

F. PHILIPPINE INFORMATION AGENCY

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Enhanced citizens' access to developmental information and participation in governance

ORGANIZATIONAL OUTCOME

Public access, engagement, and understanding of presidential policies and government programs achieved

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Expansion of agency presence to cover the ARMM region and provinces identified as poorest and most vulnerable to disasters
2. Mainstreaming of community-based communication activities to deliver developmental information down to the grassroots level
3. Increased communication support to disaster risk reduction and management efforts
4. Generation of public inputs to governance through the conduct of communication research and public consultations
5. Networking with and provision of communication assistance to various sectors to further widen the reach of developmental information, especially in poorest and most disaster-vulnerable areas
6. More effective use of new media channels for information dissemination
7. Development and maintenance of information systems for more efficient and rapid delivery of information

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)BASELINE2017 TARGETS

Public access, engagement, and understanding of presidential policies and government programs achieved

Percentage of local presidential visit facilitation rated satisfactory or better

At least 95% of presidential local visit facilitation rated satisfactory or better

Percentage of target audience's access rated of disseminated developmental information

At least 80% access rate

Percentage of assisted agencies / organizations that rated the assistance as satisfactory or better

At least 95%

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)2017 Targets

MFO 1: DEVELOPMENT COMMUNICATION SERVICES

Production and Dissemination of Developmental Information

Number of development communication materials produced and disseminated	200,100
Percentage of produced IEC material approved for dissemination	95%
Percentage of IEC materials produced and disseminated on schedule	95%
Number of local presidential visits facilitated	80

Institutional Networking and Capability Building

Number of agencies/organizations assisted	170
Percentage of assisted agencies/organizations that rated the assistance as good or better	95%
Percentage of requested assistance delivered on schedule	95%

Communication Research

Number of researches conducted	4
Percentage of researches used for planning	90%
Percentage of researches completed on schedule	90%